



Voluntary Report - public distribution

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## Australia

### Product Brief

## Nutritious Snack Category Lifts 2001

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#### **Report Highlights:**

**The total nutritious snacks category in Australia grew strongly in the year to March 2001, up by 16.2 percent in retail value and 8.2 percent in volume.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Canberra [AS1], AS

According to industry estimates, about one in 12 snacks eaten in Australia is a nutritious snack, as consumer interest in health and functional foods increases and the demand for convenience rises with an ageing population and more women in the workforce. At least four out of ten people are snacking twice a day, three out of ten once a day and some reports show that snacks are replacing up to a third of overall meals.

The total nutritious snacks category grew strongly in the year to March 2001, by 16.2 percent in retail value and 8.2 percent in volume. Now valued at a little more than A\$296 million, the category remains dominated by Uncle Tobys, with a 50.3 percent value share. Kelloggs is in the number two position with 19.1 percent value share of the total category and recorded the best value growth of all the key players, 61.8 percent. This growth, off a very small base, was driven by Pop Tarts in the pastries segment and the relatively new K-time Twists in the fruit flavor and yoghurt and fruit flavored bars segment. The share held by private labels fell by 1.7 percent but still commands 13 percent of the market in dollar terms.

The total category's main segments are bars, which grew 20.7 percent in value; dips and bites, up 13.7 percent; fruit based snacks, down 3.9 percent; and pastries and slices, up 146.7 percent (mainly due to the Kellogg's Pop Tarts success).

Nutritious snack consumers are polarized into two types - mothers with children who want lunch box options, portability and variety; and singles and young marrieds with no children, who want healthy, low-fat snacking options and portability.